

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary  Public

**Date:** 5/21/2018

**GAIN Report Number:** 1812

## Philippines

**Post:** Manila

### Culinary Competition Highlights US Fine Foods

**Report Categories:**

CSSF Activity Report

Food Service - Hotel Restaurant Institutional

**Approved By:**

Jeffrey Albanese

**Prepared By:**

Maria Ramona C. Singian

**Report Highlights:**

FAS Manila, in partnership with De La Salle-College of Saint Benilde, Enderun Colleges and Lyceum of the Philippines University, organized the first-ever Great American Taste Culinary Competition on May 5, 2018, to showcase the availability, variety, quality and applications of U.S. beef, cheese, nuts, potatoes, raisins, and turkey. The event gained press coverage and social media traction. U.S. Ambassador Sung Kim recognized the participating students as “tomorrow’s top chefs” and praised the culinary competition as “an example of the strong cultural collaboration between our two countries and our shared passion for food.”

## The Great American Taste Culinary Competition

FAS Manila, in partnership with De La Salle-College of Saint Benilde, Enderun Colleges and Lyceum of the Philippines University (LPU), organized the first-ever Great American Taste Culinary Competition on May 5, 2018, at LPU-Culinary Institute in Intramuros, Manila to showcase the availability, variety, quality and applications of U.S. fine food products.

About 100 people attended the event including competing teams and their supporters, media, and representatives from the Raisin Administrative Committee, USA Dry Pea & Lentil Council, U.S. Dairy Export Council, U.S. Dry Bean Council, and the U.S. Meat Export Federation. Each of the competing teams, composed of three culinary students and two coaches, prepared an appetizer, main course, and dessert featuring U.S. beef, cheese, nuts, potatoes, raisins, and turkey. The judges were Richard Lieu of the Raisin Administrative Committee, celebrity chef Sau del Rosario, and Agricultural Counselor Ralph Bean.

Enderun Colleges won Best in Appetizer, Best in Main Course, and was declared the Overall Winner of the competition. De La Salle-College Saint Benilde won Best in Pastry.

### Category Awards

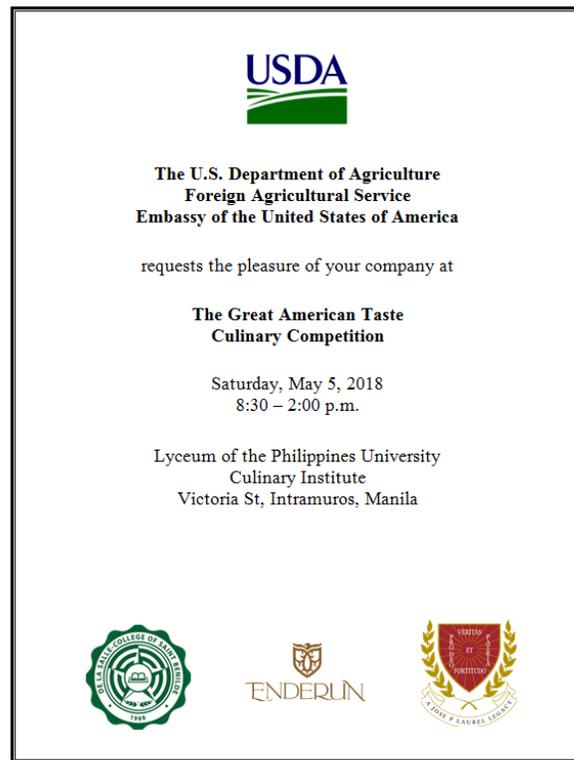
in Appetizer  
Enderun Colleges

in Main Course  
Enderun Colleges

Best in Pastry  
De La Salle-College St. Benilde

Overall Winner  
Enderun Colleges

The competition gained press coverage and social media traction. U.S. Ambassador Sung recognized the participating students as “tomorrow’s top chefs” and praised the culinary competition as “an example of the strong cultural collaboration between our two countries and our shared passion for food.”



Best

Best

Kim



## NEWS RELEASE

### Enderun Colleges Wins Great American Taste Culinary Competition Using U.S. Ingredients



*Top Left: Student chefs from De La Salle-College of Saint Benilde prepare an appetizer using U.S. turkey. Top Right: A culinary student from Lyceum of the Philippines University uses U.S. almonds to make mousse. Bottom: Enderun Colleges won the competition with dishes using U.S. beef, turkey, potatoes, cheese, raisins, and nuts.*

**Manila, May 8, 2018** — Enderun Colleges beat out two other culinary schools to win the first-ever Great American Taste Culinary Competition, hosted by the U.S. Embassy in the Philippines and the U.S. Department of Agriculture in partnership with the Lyceum of the Philippines University on Saturday, May 5, 2018.

The team from Enderun Colleges competed against teams from the De La

Salle-College of Saint Benilde and Lyceum of the Philippines University. Each team of three culinary students and one coach prepared an appetizer, main dish, and dessert featuring U.S. ingredients: U.S. beef, turkey, potatoes, cheese, raisins, and nuts.

U.S. Ambassador Sung Kim recognized the participating students as “tomorrow’s top chefs” and praised the culinary competition as “an example of the strong cultural collaboration between our two countries and our shared passion for food.” Ambassador Kim also highlighted the availability, quality, and wholesomeness of the featured U.S. food ingredients.

Using the high-quality U.S. ingredients, the Enderun Colleges team prepared three dishes: Evolution of Pho with U.S. beef carpaccio and dumpling, Turkey Jambonette and Terrine with U.S. potato puree and U.S. turkey, and Modern Pecan Tart with U.S. pecan praline and U.S. raisin and almond ice cream. Judges were impressed by the taste, preparation, and presentation of the dishes.

U.S. Embassy Agricultural Counselor Ralph Bean said, “Every dish in this competition was exceptional, and it was very difficult to choose between them. The students’ creativity really came through. Not only was every item beautifully executed, but they all exhibited an originality that reflected the unique culinary personality of the chef that created them.”

In addition to highlighting the culinary skills of up-and-coming Filipino chefs, the Great American Taste Culinary Competition showcased the availability, variety, and potential uses of U.S. food ingredients. The Philippines is the largest U.S. food and beverage export market in Southeast Asia, with sales reaching almost \$1 billion in 2017.

###

### **Philippine Market Overview**

The Philippine market has a strong and growing consumer base. While annual GDP per capita is about \$3,000, 20 percent of the population earns an average annual income of \$12,500<sup>1</sup>. Consumption growth in the coming years is underscored by the country’s robust economy and a young, fast-growing, highly-urbanized population with increasingly sophisticated tastes and ever-growing access to modern supermarkets.

#### **Fast Facts**

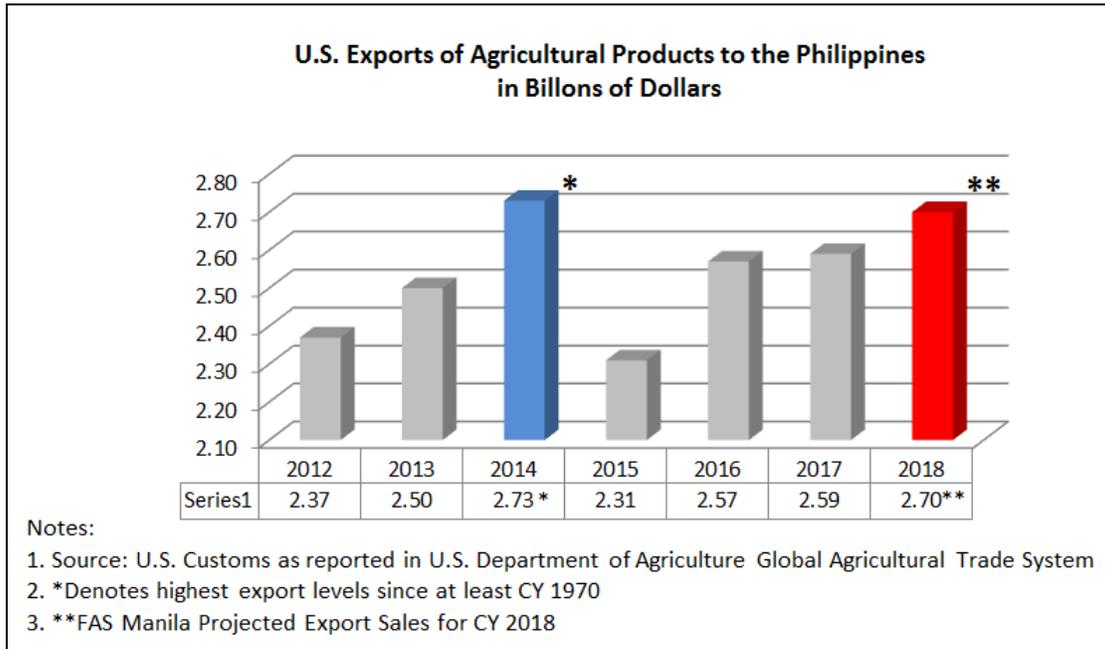
- Young and Growing Population: 104 million (July 2017 est.), annual growth rate of 1.6%, 53% below 24 years old
- 44% living in urban areas

---

<sup>1</sup> Philippine Statistics Authority. 2015 Family Income and Expenditure Survey.

- High literacy: 96% of the 69 million Filipinos that are 15 years old and above can read and write
- High awareness of and preference for U.S. food and beverage products
- Growing demand for healthy, organic, gourmet, and convenience foods
- Steady growth in retail, foodservice, and food processing industries

Potential Customers: Approximately 20 million people with an average annual income of \$12,500.



### **Agricultural Trade Environment**

The United States continues to be the Philippines’ largest supplier of agricultural products and is the 10th largest global market for U.S. exporters with sales reaching \$2.59 billion in 2017. Due to steady growth in the economy and strong consumer spending, traders are optimistic export sales in 2018 will increase just over 4 percent to \$2.7 billion.